



Charting Your Course to Success

Media & Public Affairs Community Communicator

A Newsletter for Navy Civilians in the Media & Public Affairs Community
Issue 1

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The Media & Public Affairs Community

In all, there are about 1,500 civilians from 16 different Office of Personnel Management job series in the Media & Public Affairs Community. With the exception of one series, 0170 (Historians), all are from the Information & Arts Group, which includes job positions that involve “professional, artistic, technical, or clerical work in the communication of information and ideas through verbal, visual or pictorial means, and the communication of information and ideas through writing and editing, the ability to evaluate and interpret information and cultural materials, or the practical application of technical or esthetic principles combined with manual skill and dexterity, or related clerical skills.”

The community’s job series are:

- 0170 – Historians
- 1001 – General Arts & Information Specialists
- 1008 – Interior Designers
- 1010 – Exhibits Specialists
- 1015 – Museum Curators
- 1016 – Museum Specialists/Technicians
- 1020 – Illustrators
- 1035 – Public Affairs Specialists
- 1040 – Language Specialists
- 1046 – Language Clerks
- 1060 – Photographers
- 1051 – Music Specialists
- 1071 – Audio-Visual Production Specialists
- 1082 – Writers/Editors
- 1083 – Technical Writers/Editors
- 1084 – Visual Information Specialists

What is Civilian Community Management?

Civilian Community Management is an integral part of the Chief of Naval Operations’ initiative to transform the way the Navy does business, using a Total Force approach. The Navy must maximize every resource, including its more than 181,000 Navy civilians and Civilian Marines. To help achieve this “maximization,” the Chief of Naval Personnel’s N11 division, Civilian Community Management, was actively brought on line in 2003. Its mission includes developing a sense of professional community for Navy civilians and Civilian Marines; attracting, developing and sustaining a diverse civilian workforce capable of supporting the Department of the Navy’s evolving mission requirements, and providing each Navy civilian and Civilian Marine within each community the opportunity to develop to their fullest potential.

Some of the tactics to create a better sense of community include sponsoring a mentoring program to match master and senior journeyman level professionals with newly recruited and apprentice employees. Other efforts include development of communication channels to provide community information. These channels include a Civilian Community Management NewsStand website, the *Media & Public Affairs Community Communicator* newsletter, a Civilian Community Management website, and dedicated sessions for Navy civilians at the biennial Public Affairs World-Wide Conference.

More aggressive and creative recruiting to get the right people with the right skills will be paramount over the next several years as the Navy and Marine Corps loses many of its most experienced and knowledgeable media and public affairs civilians to retirement. While this may provide opportunity for journeyman-level to advance, other efforts will be needed to ensure the community has the civilians of exceptional potential key to a capable future workforce. Invigoration of internship programs, hiring highly qualified individuals at the mid-career level from other federal and non-federal agencies, and lateral transfer from related professions are practices that will help ensure the media and public relations community has right civilians at the right time.

While professional success requires exceptional personal effort and commitment, community management is working to develop career paths that will show what professional development, performance achievement, leadership experiences, and accreditations are needed at each level, from newly-recruited civilian employee to apprentice to journeyman to master. It will be mapped to a 5-Vector Model graphic, a web-based guide to assist in career planning and progression. It’s the same model the Navy active duty and Naval Reserve communities are using to map unformed members’ career paths. Eventually, Navy civilians in the Media and Public Affairs community will be able to access a website that will show what they specifically need to do to advance in their community, or, what lateral move to a different profession will provide career-enhancing experiences that will make them more competitive.

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Information Will Build Career "Road Maps"

Navy Civilians Surveyed About Job Series

Come this July, Navy and Marine Corps civilians will be asked about the work they do, the knowledge they need and the tools necessary to do their jobs as part of an initiative to help provide the resources they need for their career advancement.

Sailors and Marines have a "road map" on how to advance in their careers to master chiefs or sergeant majors, or flag or general officers. Now, the Navy and Marine Corps wants the same for Navy civilians who aspire to advance their careers by attaining leadership roles, learning new skills or trades, or making lateral

"For us to provide a civilian worker with a viable career path, we have to be able to list all the tasks associated with a given job, as well as skills needed to do those tasks. It's like drawing a road map to help workers determine how best to master."

**– Chief of Naval Personnel
Vice Adm. G. L. Hoewing**

moves to get new career-enhancing experiences.

One of the first steps for developing this success road map is the completion of a survey compiled by civilian community managers that will help the Navy confirm the tasks civilians in each series perform, and what knowledge, skills, abilities and resources are needed to perform these tasks.

This data will be used to develop a

formal career path for civilians within each series. Over the next several months, almost all of the more than 180,000 civilians in the Navy and Marine Corps will be asked to take a survey carefully tailored to their job.

Financial management civilians will be the first to receive their survey, followed by 19 other communities, including Media & Public Affairs. The surveys will be phased over the next year.

Each community manager used data for the survey from "legacy" sources. In the case of Media & Public Affairs, data was gathered from the Department of Labor, academia, the Marine Corps, Public Relations Society of America and other professional organizations, Office of Personnel Management, and other sources. It will take about two hours to complete. Surveys have breaks built in, so they don't have to be completed at one sitting.

Surveys will be available on the Civilian Community Management Web site, www.donhr.navy.mil/ccm/index.htm. Many civilians will be emailed a link that will take them to the survey tailored for their community.

"We may not be able to personally send the survey link to each individual in the series," said Jan Davis, civilian community manager for media & public affairs. "We're hoping that civilians will take the initiative to pass the link on."

More than 800 civilians in the safety community were surveyed in February 2004 as part of a pilot for civilian community management. The pilot's "lessons learned" have been incorporated into upcoming community surveys.

Civilian career path development is just one initiative of the Chief of Naval Personnel's civilian community management division. Its mission is also to help the Navy and Marine Corps attract, develop and sustain a diverse, skilled workforce to meet Navy's requirements; foster a sense of civilian community; and provide civilian members the opportunity to develop to their full potential.

Results of the survey will be posted at the Navy Civilian Community Management Web site.

Visit Community Management's Information Websites

Want news and information on the Navy Civilian Community Management's efforts to build career paths for Navy civilians, new recruiting initiatives, and what's happening in the Media & Public Affairs and other communities? Here are two Internet links to help you keep up-to-date:

Navy Civilian Community Management Website

www.donhr.navy.mil/ccm/pr.htm

In addition to the latest news, the CCM website has nuts-and-bolts information about Civilian Community Management in general, and specifics on the M & PA community, such as its Communication Plan, Health of the Community, and the Business Plan that shows what's in store for the community over the next two years.

Navy Civilian Community Management Navy NewsStand

www.news.navy.mil/local/ccm

Established in June 2004, the Navy Civilian Community Management's NewsStand serves as an official internal news website that provides timely information about the community. It does not preclude the posting of internal news stories on individual command websites, internal Navy news stories. It's also capable of providing photographs, graphics and videoclips.

CCM, from front

The Media & Public Affairs Community's leader is the Navy's Chief of Information, Rear Adm. T. McCreary. Its manager, who is the "action officer" for the community's management, is Jan Davis. She can be reached at N11 Civilian Community Management, 703.695.2573, jan.davis@navy.mil.

